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62.81 1941 Ind.

R. R. McUMBER

GROWER OF

BLAKEMORE STRAWBERRY PLANTS

Greenfield, Tennessee

GREENFIELD. TENN. MAR 31 5 PM 1941

SEC. 562, P. L. & R.

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BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases

GPO 8—3591

M. A. N.

McUmber's Yellow Free

Plants F

The American Fruit Grower, nationally known horticultural magazine, conducted a survey to determine the most popular strawberry variety in the nation; and the result, published in the October, 1940 issue of that magazine, is as follows:

> "The Blakemore yellow-leaf resistant variety reigns supreme over all its strawberry relatives, according to American Fruit Grower's planting survey.
>
> "The original Blakemore strawberry was susceptible to the yellow-leaf disease and it was only through chance that one yellow-free strain was discovered by Tennessee grower, Ralph McUmber and his foreman, Jesse Needham, among a lot of poorly packed plants, damaged by shipment."

Thus it can be seen that the Yellow Free Blakemore, unknown prior to 1938, has become the leading strawberry variety of the nation. As the originator of this strain of Blakemores, I take great pride in announcing it to the strawberry growers of America for the fourth consecutive season, and in being able to say that I have for sale 20 acres of the finest plants that I have ever grown. The state plant inspectors spent considerable time in checking my large acreage, and reported that there was not a yellow plant to be found.

The Blakemore has been a favorite in this section for more than a decade. The fact that it is more prolific, produced larger fruit, and has better shipping qualities caused it to displace the Klondike which had formerly been the favorite. The one great fault of the Blakemore variety has been removed with the discovery of the Yellow Free Strain; and its merit will not be unrewarded. The Blakemore berry is described in the U. S. D. A. Yearbook for 1930 as follows: "The berries are of good size, slightly larger and more uniform in shape than those of the Missionary. They do not have the long point of the Missionary and have a slight neck. The berries are firmer than the Missionary or the Klondike. Their bright, light-red color does not change on standing. It is an acid berry of the Missionary and Klondike type, though slightly less acid than either." I feel sure that with its printed record above I make no mistake in calling it "America's finest strawberry."

e Blakemore Strawberry

For 1941

My plants have been given very careful attention since they were set, and the same care is exercised in digging and packing. The plants are dug by experienced employees and placed in bundles, each of which contains 26 plants. The accuracy of count is insured by constant checking by field inspectors. The plants are then packed in a manner that will exclude air from the roots and yet expose the crowns to air. We dig around 300,000 plants a day.

Prompt attention is given each order and careful supervision insures that they will be filled as nearly as possible on the desired date.

PRICES ARE AS FOLLOWS:

100,000 & OVER ..... $1.75 Per Thousand
Less Than 100,000 & over 5,000, $2.00 a Thousand
Less Than 5,000 & over 1,000, $2.25 per Thousand

F. O. B. GREENFIELD

Less Than 1,000.....50c per hundred, Postpaid

I recommend getting the plants by car or truck as they can be gotten the day they are dug.

CULTURAL TIPS

Reasonably fertile, well drained soil free from weed and grass seeds should produce good strawberries.

The ground should be carefully prepared as in the preparation of the seedbed for corn. The rows should be bedded in the fall with low ridges, three and one half feet apart. The plants should be set at two and one-half foot intervals. With this spacing, between 4,000 and 4,500 plants are required for an acre A good method of setting is carried on by two persons. One person uses an ordinary shovel and makes a hole with one stroke in the carefully prepared seedbed, and at the same time the other person places the plant in the hole using a slinging motion The hole is then closed by pressure from the foot. Great care should be exercised to get all the roots covered and also leave the crown exposed.

Frequent light cultivations are necessary for best results, and also frequent hoeings are needed both to keep down the grass and weeds and to place runners.

Applications of fertilizers are recommended for use in the fall following setting and before the bloom period the following spring. The most successful time for setting is as soon as the winter freezes are over.

MARTHA WASHINGTON
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